Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

<u>Listing of Claims:</u>

1. (Currently amended) A method of printing interface surfaces associated with a product item, the method including the steps of:

>   (a)   determining product identity data, the product identity data being indicative of an identity of the product item such that the product item is distinguished from each other product item;

>   (b)   controlling a printer to thereby print <u>visible graphic data and </u>a plurality of <u>invisible </u>coded data portions on the interface surfaces, each coded data portion encoding a unique identity of the interface surface on which the coded data portion is printed and of the position of the coded data portion on the interface surface on which the coded data portion is printed<u>, the visible graphic data and the invisible coded data portions being printed simultaneously</u>; and

>   (c)   storing a mapping which maps the identities of the interface surfaces to the product identity data.

2. (Previously presented)   The method of claim 1, wherein the determining step includes the sub-steps of:

>   receiving indicating data at least partially indicative of the identity of the product item; and,

>   generating, using the indicating data, the product identity data.

3. (Previously presented)   The method of claim 1, wherein at least one of the product item and the interface surface is associated with an RFID tag, and the determining step includes reading the RFID tag to determine the product identity data.

4. (Previously presented)   The method of claim 1, wherein at least one of the product item and the interface surface is associated with a barcode, and the determining step includes sensing the barcode to determine the product identity data.

5-7. (Cancelled)

8. (Previously presented)   The method of claim 1, the method including the further step of:

       encoding the product identity data in an RFID tag associated with the product item.

9-10. (Cancelled)

11. (Previously presented) The method of claim 1, wherein the coded data portions are printed in infrared ink.

12-13. (Cancelled)

14. (Previously presented) The method of claim 1, wherein the determining step includes the sub-steps of:

       determining an identifier indicative of a nature of the product item;

       generating a serial number; and

       forming the product identity data from the identifier and the serial number.

15-16. (Cancelled)

17. (Previously presented) The method of claim 1, wherein the product identity data is indicative of an EPC associated with the product item.

18-19. (Cancelled)

20. (Previously presented) The method of claim 1, wherein the coded data portions are redundantly encoded using Reed-Solomon encoding.

21-48. (Cancelled)